

### **An Roinn Sláinte** Department of Health

## 'Hello Again World' Media Campaign

Abigail Chantler

16<sup>th</sup> meeting of the UNECE Standing Working Group on Ageing

20<sup>th</sup>–22<sup>nd</sup> November 2023, Geneva



## **Policy context**

# Adverse effect of loneliness on health & wellbeing

Significant prevalence of loneliness amongst older people

COVID-19 pandemic exacerbated social isolation



## 'Hello Again World'

Government multi-media campaign to combat loneliness & isolation among older people

Aim: to encourage people aged 65+ to increase social connectivity

March 2023: advertisements on TV, radio & social media

PR campaign



## **TV** advertisement





#### Older man pottering around the house, bored.





#### Says goodbye to the telly and gets ready to go out.





Greeted by excited friend, says 'Hello Again World' 'Reconnection with others is good for everyone's health' TV Ads: 40 & 30 Sec Languages: English & Irish VOs: Older male VO with Dublin accent. Female friend. Female announcer to contrast. Tone: Measured and reflective with positive upbeat ending Music: Our track Timing: Wed 1<sup>st</sup> Mar – Sun 2<sup>nd</sup> Apr



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# **Radio advertisement**

**MVO** Anyway last week I was in the house, I'd done a crossword, watched a bit of telly, made about 40 cups of tea, and I just thought today's the day. You see, I haven't been out much since before the pandemic, but I knew the bridge night was on, so I went. It was great seeing them all. They're a really good laugh. I missed that.

**F-ANCR** Reconnecting with others is always good for your health. Maybe it's time to say Hello Again World.

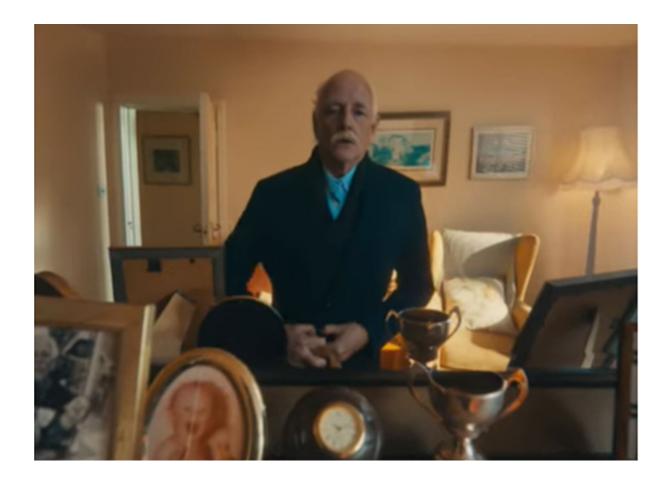
**F-ANCR** A message from Healthy Ireland.

Radio Ad: 30 Sec
Languages: English & Irish
VOs: Older male VO with Dublin accent,
as per TV ad. Female announcer to
contrast.
Tone: Friendly & reflective.
Conversational. Not preachy.
Positive & upbeat ending, as per TV ad.
Music: Our track





## **Facebook advertisement**



Facebook ad: 15-second version of TV ad Languages: English & Irish



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## Thank you

www.gov.ie/health

abigail\_chantler@health.gov.ie